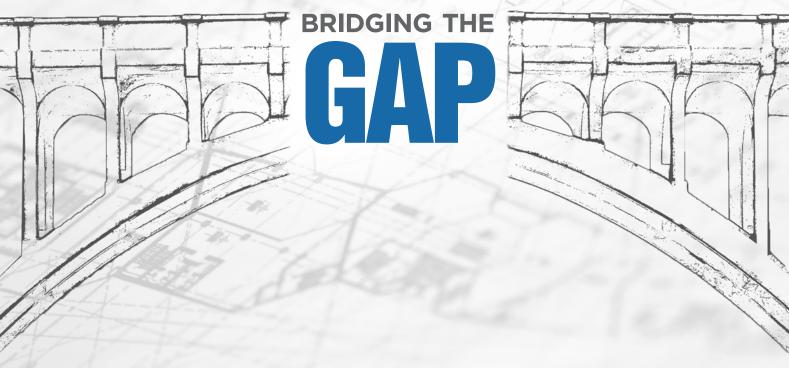


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KRISTIN MCMILLAN PRESIDENT & CEO

he 2012 campaign season is in full swing and we are at a critical juncture. All elections are important, but this one is especially pivotal as we move closer to the 2013 legislative session and deepen

the conversation on issues that are important not only to the well-being of our business community, but also to the future of our state. Electing people who understand the challenges of the business community is crucial. We want the Nevada Legislators committed to supporting reforms and initiatives that will improve our economy and the environment in which we live and work.

moving action on issues that impact business and our community's economic future. The Chamber also made endorsements for the Clark County Commission and the Clark County Board of School Trustees, and will be expanding its endorsements to include the Nevada Board of Regents and the State Board of Education.

An important benefit of your Chamber membership is the representation that the Chamber provides you at all levels of government. It is the Chamber's job to ensure that businesses have a voice in the 2013 Legislature. To help that effort, we've included a list of endorsed

electing people who understand the challenges of the business community is crucial

The Chamber recently announced its candidate endorsements for the general election. Before doing so, we engaged in a comprehensive review and interview process over the course of several weeks. Our staff and members of the Chamber's Government Affairs Committee met with candidates to gain their views on public policy issues that are essential to the economic growth and overall future of Southern Nevada. These policies relate to K-12 and higher education reforms; development of a quality workforce; taxes, business fees and business licensing; health care reform; and public employee benefit and collective bargaining reforms, to name some of the key areas. The Chamber-endorsed candidates understand the importance of taking forward-

candidates in this issue of the Business Voice, as well as a tear-out card to take with you when you vote. You can also access the list at LVChamber.com.

The Chamber is also a co-sponsor of a series of candidate debates on Vegas PBS, including those for key races in the U.S. Senate, U.S. Congress and Nevada State Senate. I encourage you to tune in and hear for yourself where the candidates stand on the issues. If you have any questions on these candidates or the issues, I encourage you to contact the Chamber's Government Affairs team.

See you at the polls!

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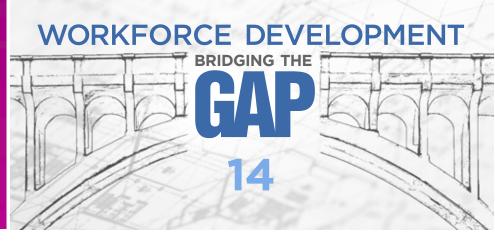
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debate schedule





VOLUME 33 NUMBER 10

Las Vegas Chamber of Commerce

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EDITORIAL POLICY:

The Business Voice is a member newsletter of the Las Vegas Chamber of Commerce. The Las Vegas Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements Questions or concerns about content of The Business Voice can be addressed to Vice President of Marketing, Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. South, Suite 300, Las Vegas, NV 89119

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Tramadol HCL Zolpidem Azithromycin

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Contact:

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chamber news

celebrate great customer service – vegas-style

No one does customer service quite like Las Vegas. This year, the annual **Customer Service** Excellence Luncheon commemorates this year's customer service stars and the outstanding level of service they provide. During the luncheon, the Chamber, in partnership with the Las Vegas Convention and Visitors Authority, will celebrate how Las Vegas is the city built on customer service, and how those high standards of service still thrive today. Guests will also enjoy live entertainment, special recognition of nominees who have been recognized several times throughout the program year and the presentation of the Customer Service Excellence Person of the Year. This year's program will be Friday, November 9, at the Orleans Hotel & Casino. For more information, visit LVChamber.com or call 702.641.5822.

meet the chamberendorsed candidates

This intimate reception welcomes Chamber-endorsed candidates who are pro-business and support the Chamber's legislative priorities, and encourages attendees to engage them on issues important to business. President's Club and Executive Level members will also have time to interface with the candidates at an exclusive reception prior to the general membership reception. The upcoming Meet the Candidates Reception will be on Tuesday, October 16, at Spanish Trail Country Club. For more information or to register, visit LVChamber.com or call 702.641.5822.



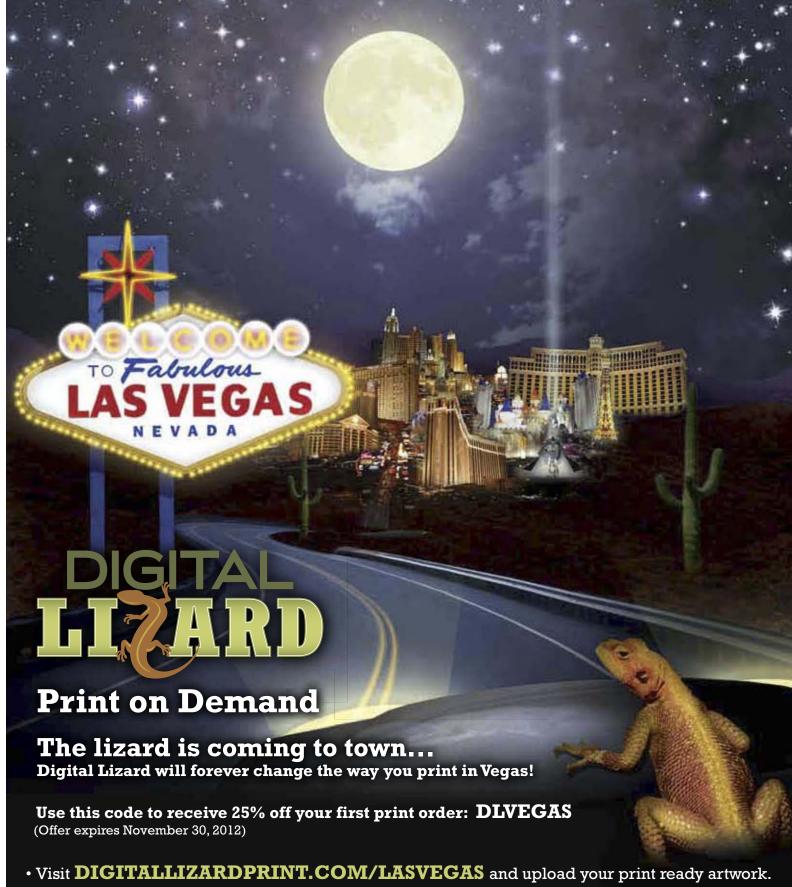
display your company at the membership marketing expo

On Tuesday, November 13, the Chamber will host a special Business After Hours at its facilities, where members and attendees will connect with the Chamber and learn about important business-building programs and member-exclusive benefits. Members are also invited to purchase a table-top display to showcase their products and services. These displays are available to Chamber members exclusively, and are \$100. For more information or to register, visit LVChamber.com or call 702.641.5822.

engage at the inaugural governor's conference on small business



Do you have a small business you want to grow? Do you want to learn about statewide efforts to promote small business development in Nevada? The Governor's Conference on Small Business, spearheaded by the Nevada Department of Business and Industry in conjunction with local chambers of commerce, brings together industry leaders and government officials for informative and interactive panel discussions. Attendees will also have the opportunity to engage service providers, regulators and development authorities at a business outreach event and hear directly from Governor Brian Sandoval during a keynote address. The cost to attend the conference and the luncheon is \$35, and \$45 for walk-ins. For more information on this collaborative event, including topics and featured panelists, visit LVChamber.com or call 702.641.5822.



- Order before 10:30 AM, and your order will be ready SAME BUSINESS DAY!
- Low minimums, competitive prices, local pickup and delivery!





news you need

hiring seasonal employees?

Many companies hire additional staff for the holiday season, especially those in the retail and service industries. The Small Business Administration (SBA) has published a few tips on the labor laws and regulations that apply to seasonal employees, including the Fair Labor Standards Act, taxes and workers' compensation. The site also offers information to help you decide whether it is prudent to hire seasonal employees or independent contractors for the type of work you need. For more information and assistance on hiring seasonal employees, visit sba.gov.





get ready for customer service week

Customer Service Week is October 1-5, 2012. Since 1992, Customer Service Week has been a nationally-recognized event celebrated by thousands of companies that represent a broad cross-section of industries from around the world. Different organizations celebrate in different ways, with everything from elaborate weeklong festivities to simple afternoon cake-and-coffee receptions. The Chamber will be utilizing its Customer Service Excellence program to celebrate this week. For more information and ideas for your business, visit csweek.com or lvchamber.com/cse.

email marketing: stay compliant

If you use email to communicate with your prospects and clients, the Federal Trade Commission (FTC) urges you to ensure that you fully understand the CAN-SPAM (Controlling the Assault of Non-Solicited Pornography and Marketing) Act as you navigate email marketing. Each separate email that violates the CAN-SPAM Act is subject to penalties up to \$16,000. Steps for compliance are straightforward, however, and include disclosing if the message is an advertisement, honoring unsubscribe requests within 10 business days and clearly stating how a recipient can opt-out of your future messages. For more information on the CAN-SPAM Act and how to ensure your business is compliant, visit business.ftc.gov.

celebrate small business saturday

Small Business Saturday, held annually the Saturday after Thanksgiving, encourages consumers to shop local small businesses on that day, making it "the biggest day of the year for small businesses." Several opportunities are available for small businesses to take part in the initiative, as well as reap its benefits. For more information on this year's programming on Saturday, November 24, visit shopsmall.com or facebook.com/shopsmall.

for your benefit

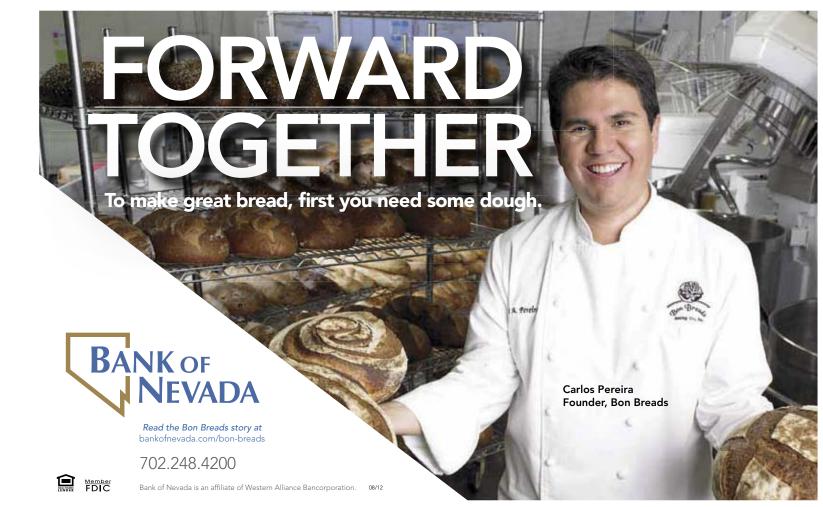
W

hether you work in the field and need a place to do some paperwork or just need a space to spend some quiet time with your laptop

or tablet, the Chamber's Business Center offers a centralized location for you to meet, greet and do business. Located inside the CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, the Business Center offers the amenities of an office away from your office, including free WiFi, coffee and water and the news on large-screen televisions. Catch up on your email, meet a colleague, or prepare a presentation in the comfortable and modern Business Center. The Business Center is available exclusively to Chamber members. For more information, visit LVChamber.com or call 702.641.5822.

an office away from your office





the dollars and sense of crowdfunding

ith the bustling activity of the
Las Vegas start-up scene,
"crowdfunding" has been a
buzzword generating quite a

bit of hype locally, as well as nationwide, as a wide-open source of funding new and existing businesses and emerging projects within existing businesses.

crowdfunding in las vegas just received a huge boost in crowdstart ly

Crowdfunding is a method of raising money from a large number of people in small increments and is usually conducted online. With the popularity of social networking sites and funding platform sites such as Crowdfunder.com and Kickstarter.com, the ability for businesses to reach and influence potential investors and customers has grown exponentially. In January 2011, a group of entrepreneurs and legislators developed the framework to make crowdfund investing legal in the United States and help solve the problem of entrepreneurs lacking the capital to start their businesses, create jobs and support and enhance their local economies.

The JOBS (Jumpstart Our Business Startups)
Act, passed earlier this year, allows companies
to raise up to \$1 million per year from individual
investors and eases the requirements that small
companies must meet to raise funds necessary to
start their businesses. Provisions of the JOBS Act
drastically streamline the paperwork process that

the new way to fund a business



companies must file with the Securities and Exchange Commission (SEC). To protect investors from scams or bad investments, the JOBS Act limits how much investors can actually finance the company. The law also requires a broker or a website to act as an intermediary between the investor and the company. These brokers and sites will be required to register with the SEC prior to conducting business in an effort to protect the investor, as well as the startup or small business.

Crowdfunding in Las Vegas just received a huge boost in Crowdstart LV, which recently held a startup competition for \$500,000. Contest judges picked 10 startups to pitch at a live event, with the Vegas Tech community voting on the winner. The stipulation? The company awarded the money had to relocate to Las Vegas. The impact of crowdfunding, especially with so much technological innovation and the downtown hub growing as a nationally-recognized entrepreneur community, has the potential to impact Southern Nevada through attracting new industries and innovative businesses, creating jobs and bolstering its image as a business-friendly atmosphere.

For more information on crowdfunding and how it works, visit crowdfunder.com or startupexemption.com.

candidate endorsements

CHAMBER-ENDORSED CANDIDATES FOR GENERAL ELECTION

Т

he Las Vegas Chamber of Commerce has announced candidate endorsements for the general election on Tuesday, November 6, 2012.

The Chamber engaged in a comprehensive review process over the course of several weeks, including candidate meetings with the Chamber's Government Affairs Committee and staff. Candidates were questioned on topics relating to the Chamber's key policy priorities, including: K-12 reform; higher education funding and governance reform; collective bargaining reform; tax issues and policies; changes to the Public Employee Retirement System (PERS) for future employees; consolidation of local government business licensing; improving the effectiveness of business impact statements; and the impact of health care reform on business from a state perspective. The Chamber is extremely concerned about candidates' understanding of these types of issues and how they might impact businesses.

The endorsements relate to candidates for the Nevada State Senate and Assembly, as well as the Clark County Commission and the Clark County Board of School Trustees. Endorsements for the Nevada State Board of Education and the Nevada Board of Regents will be announced at a later date. The Chamber does not endorse or financially support federal candidates such as the U.S. Senate or the U.S. House of Representatives. For those races, the Chamber will be providing information on each of the candidates, including their stances on key topics relating to business, online and in the *Business Voice*.

For questions or inquiries regarding candidate endorsements, please contact the Chamber's Government Affairs department at 702.641.5822.

EARLY VOTING: October 20 - November 2

ELECTION DAY: November 6

To find early voting sites or your polling place, visit clarkcountyny.gov

NEVADA STATE SENATE

Senate District 5
Senate District 6
Senate District 5
Senate District 6
Senate Distr

Senate District 7 David Parks (D)
Senate District 9 Mari Nakashima St. Martin (R)

Senate District 11 Aaron Ford (D)
Senate District 13 Debbie Smith (D)
Senate District 18 Scott Hammond (R)
Senate District 19 Pete Goicoechea (R)

NEVADA STATE ASSEMBLY

Assembly District 1 Marilyn Kirkpatrick (D) John Hambrick (R) Assembly District 2 Assembly District 4 Michele Fiore (R) Assembly District 5 Marilyn Dondero Loop (D) **Assembly District 8** Jason Frierson (D) Assembly District 9 Kelly Hurst (R) Assembly District 11 Olivia Diaz (D) Assembly District 13 Paul Anderson (R) Assembly District 15 Elliot Anderson (D) **Assembly District 16** Heidi Swank (D) Assembly District 17 Steven Brooks (D) Assembly District 19 Cresent Hardy (R) Assembly District 20 Ellen Spiegel (D) Assembly District 21 Becky Harris (R) Assembly District 22 Lynn Stewart (R) Assembly District 23 Melissa Woodbury (R) Assembly District 24 David Bobzien (D) Assembly District 25 Pat Hickey (R) Assembly District 26 Randy Kirner (R) Teresa Benitez-Thompson (D) Assembly District 27 Assembly District 29 April Mastroluca (D) Assembly District 31 David Espinosa (R) Assembly District 32 Ira Hansen (R) Assembly District 33 John Ellison (R) Assembly District 35 Tom Blanchard (R) Assembly District 36 James Oscarson (R) Assembly District 37 Marcus Conklin (D) Assembly District 38 Tom Grady (R)

CLARK COUNTY BOARD OF SCHOOL TRUSTEES

Jim Wheeler (R)

Pete Livermore (R)

Irene Bustamante Adams (D)

CCSD District A Deanna Wright (NP)
CCSD District B Chris Garvey (NP)
CCSD District C Linda Young (NP)
CCSD District E Patrice Tew (NP)

CLARK COUNTY COMMISSION

Assembly District 39

Assembly District 40

Assembly District 42

County Commission District A Steve Sisolak (D)
County Commission District B Ruth Johnson (R)
County Commission District C Larry Brown (D)

*The Chamber believes both individuals are exceptional candidates and businesspeople who fully understand business issues.

BUSINESS VOICE OCTOBER 2012 LAS VEGAS CHAMBER OF COMMERCE

LAS VEGAS CHAMBER OF COMMERCE

LAS VEGAS CHAMBER OF COMMERCE

working for you

GOVERNMENT AFFAIRS AND PUBLIC POLICY

general election voting schedule

Ensure that your voice is heard on November 6. The last day to register to vote or update your voter information online or without having to appear in person at the Election Department offices is Saturday, October 6. You may still register to vote or update your information until Tuesday, October 16, but you will have to appear in person at the Election Department offices to do so. The Election Department offices are located at 500 S. Grand Central Pkwy. in Las Vegas and 965 Trade Dr.. Suite A, in North Las Vegas.

Early voting begins Saturday, October 20, and continues through Friday, November 2. Any voter registered in Clark County may vote at any early voting facility within the County. The general election takes place on Tuesday, November 6. For more information on early voting and voter registration, visit clarkcountynv.gov or nvsos.gov.







JOHN
OCEGUERA (D)
If elected to the
U.S. House of
Representatives, how
will you support job

growth, new business development and economic diversification opportunities in Southern Nevada?

We must balance the budget the right way - with the right priorities - to get our economy back on track. Creating American jobs starts with helping small business create jobs here - and ending tax breaks for corporations shipping jobs overseas. We need to do everything we can to bring jobs home and encourage the manufacturing that keeps those jobs in America. Small business is the critical engine for American job creation. We must help create an environment that helps entrepreneurs start small businesses. Additionally, whenever our country has faced economic hardship, investment in infrastructure has played a critical role in sparking a new period of economic growth. Investment in our infrastructure will not only get Americans

back to work in the near term, but it will strengthen national security, and makes us more competitive in the global economy for generations to come. We must get serious about improving education – from early childhood education to higher education – to ensure that our children are prepared for the jobs of the 21st century and to help get our economy back on track. Finally, if we're going to create an environment to grow the economy and encourage job creation, we must apply common sense – cutting the red tape and out-of-date regulations that hold back businesses.

What issues do you believe are impacting small business' ability to expand and grow from the federal perspective?

To get our economy back on track and get Nevadans back to work, we should put a strong focus on creating an environment that encourages entrepreneurs to start small businesses. We should be cutting the red tape and out-of-date regulations that hold back small businesses, and make sure our tax policy encourages small business growth.



JOE HECK (R)

If elected to the U.S. House of Representatives, how will you support job growth, new business development and economic diversification opportunities in Southern Nevada?

My number one priority is getting our economy back on track by supporting policies that empower small businesses to grow, prosper and hire. One way to do that is by pursuing new technologies for 21st century industries like renewable energy. I am dedicated to pursuing a pro-growth agenda through legislation such as the Public Lands Renewable Energy Development Act (H.R. 5991) which would boost the Nevada economy and create jobs by streamlining the development of renewable energy on public lands and allowing states to share revenues to reinvest in the community.

What issues do you believe are impacting small business' ability to expand and grow from the federal perspective?

We must return confidence and stability to the private sector job market by removing barriers to growth and eliminating burdensome regulations and bureaucratic red tape that make it difficult for businesses to expand. Small businesses are currently affected by the uncertainty of looming tax increases, costs and regulations associated with the Patient Protection and Affordable Care Act – also known as Obamacare – and access to capital in an economy that is still struggling.

Read more responses from these candidates at LVChamber.com.

share your opinion with clark county

Clark County is asking for input from the business community on how to improve the services they offer to local businesses and employers. The survey will provide the business community an outlet to share their perspectives on business related issues, interaction and policy topics with staff members from Clark County.

Please take the time to fill out this online survey so that Clark County can better assess how they do business. The survey is available at zoomerang.com/Survey/WEB22FX6YRJBYT.

voter registration information

You can register to vote online until Saturday, October 6. Visit nvsos. gov to register or to update your information. You can also download the voter registration form to mail in to the county clerk or registrar. To register in person, visit any Nevada Department of Motor Vehicles office, your county clerk or registrar's office, various social service agencies, or local college campuses.

upcoming policy committee meetings

The Chamber established policy committees exclusively for Chamber members and their employees to engage in topics and issues impacting Southern Nevada. Check out these upcoming opportunities to help move development and diversification ideas forward and lead the way for change in Las Vegas:

- Local Government
 Thursday, October 11
- Education Friday, October 12
- Health Care Friday, October 19
- Infrastructure Wednesday, October 24
- Insurance & Tort Reform Thursday, November 8

For more information, visit LVChamber.com or call 702.641.5822.

2 BUSINESS VOICE OCTOBER 2012 LAS VEGAS CHAMBER OF COMMERCE

LAS VEGAS CHAMBER OF COMMERCE

LAS VEGAS CHAMBER OF COMMERCE



orkforce development is a broad topic, encompassing everything from preparing students with the knowledge, skills and training they need

to obtain employment and aligning higher education with the needs of identified industry sectors. It also is a major focus of diversifying Southern Nevada's economy, and one of its key areas of opportunity to forge Las Vegas into a globally competitive city.

In discussions on how to develop Nevada's workforce to be more attractive to industries that would be facilitators for economic diversification, especially those centered on technology and healthcare, one of the "best practice" environments to examine is Phoenix, Arizona. Phoenix closed the gap between workforce needs and employment by utilizing vital public-private partnerships and approaching workforce development from a collaborative, community-driven perspective. These cooperative efforts have not only bolstered Phoenix's economic competitiveness, but also have increased its higher education system's scope of expertise, leading to an historic cross-pollination of ideas, industries and resources.

Arizona State University's New American University was a propeller in the paradigm shift when it was introduced by current campus president, Dr. Michael Crow. Embracing the potential for partnerships is part of the philosophy of the initiative, which focuses on catalyzing social change, conducting research based on need, blending intellectual disciplines for a multi-pronged approach on solving problems and engaging with local business to identify areas of need. Currently, 537 locations throughout Arizona have collaborative partnerships with ASU. One of these alliances is the Biodesign Institute, built in 2004. The Biodesign Institute serves as a hub for major scientific research and breakthroughs, and attracts world-renowned scientists, clinical partners from the private sector and industrial collaborators from the pharmaceutical and

biotech industries. All of these resources are made available to the students, essentially giving them the exact tools and exposure they need to feed into these industries. Simultaneously, these industries have a vested interest in staying close to ASU – their next generation of employees are customized to fit their workforce needs and are just a specialized, highly competitive internship away.

Other collaborations span multiple disciplines. as well, including one with Boeing, which partners with ASU's school of sustainability on a biofuel project to use algae to produce a kerosene-based jet fuel. Cooperation with artists, bioengineers, musicians, psychologists and computer scientists has brought about Mixed Reality Rehabilitation, a treatment system for stroke patients to improve motor skills and functional movements, with an interactive laboratory environment established at Banner Baywood Medical Center in Mesa. The Walter Cronkite School of Journalism and Mass Media at ASU brings together students from business, computer engineering, design and journalism to study shifts in how people receive the news and how the public engages with different sources of media. Social media applications developed by these student teams have been distributed by the Gannett Company, which heads up USA Today and 23 news stations nationwide. Other partnerships through the New American University have addressed issues in improving the quality of education for low income urban and rural areas and infrastructure disparities in nearby American Indian communities.

By investing in the workforce through these unique partnerships, Phoenix has also reinvested into its own infrastructure. Recent collaborations with the City of Phoenix to build a new downtown campus helped to reinvigorate Phoenix's core and further diversify its educational and commercial offerings. Spearheading this project was Wellington "Duke" Reiter, an urban architect who served as the past president of the School of the Art Institute in Chicago and long-term

USINESS VOICE OCTOBER 2012 LAS VEGAS CHAMBER OF COMMERCE LAS VEGAS



faculty member at MIT, as well as past Dean of the College of Design at ASU. In his recent essay, "Urban Optimism," Reiter describes Phoenix as a city "on the front line of the future." He commends Crow and the New American University project. "Essentially, the University has adopted the city as its laboratory and has been insistent that the measures of its success are to be found in the community. It is also notable for combining the success of the city and knowledge creation."

Even on a community college basis, public-private partnerships thrive to enhance the quality of the workforce in the Phoenix area. One such example is that of Intel, which has teamed up with Chandler-Gilbert Community College in the Phoenix area to offer internships to two-year community college students. This allows students the opportunity to engage in traditional classroom learning, but supplement it with handson, valuable training onsite at the local Intel facility. Community colleges will often partner with various government agencies, employers and other organizations to create programming that meets a need of the community and cultivates students into those roles, ensuring that the workforce stays developed, engaged and local.

Along with the valuable public-private partnerships it has fostered, higher education in Phoenix recognized the need for a medical school in its efforts to expand and diversify. The city now has a

medical campus at University of Arizona, and Arizona State University recently announced a partnership with the Mayo Clinic for a branch in Scottsdale.

At a recent address to the Rebel Business Network, Dr. Robert Lang of Brookings Mountain West and the Lincy Institute emphasized the importance of strong alliances between the business community and schools. Las Vegas has a resort corridor second to none, with four Fortune 500 gaming properties calling Las Vegas home. University of Nevada, Las Vegas, also houses one of the top two college hospitality programs in the country. By applying this model to other sectors in Las Vegas that do well, such as technology and data transfer, we can create more of the type of public-private partnerships that have led to major successes in development, innovation and the building of resources in Phoenix.

Lang also extols the economic advantage of keeping degree-holders in the Southern Nevada area, citing that degree holders are one of the key resilient elements against a sharp economic downturn. Investing in the retraining of tens of thousands of displaced workers will help prevent Southern Nevada from repeating its history in 2007, as well as representing a major step forward in redeveloping a local workforce, instead of relying on a developed workforce migrating to the area.

Steps towards bolstering workforce development in Southern Nevada

have already been undertaken in the form of a revised higher education funding formula. In late August, a Legislative committee agreed to adopt a new funding formula proposed by the Nevada System of Higher Education that shifts \$13.2 million a year to Southern Nevada campuses and encourages campuses to keep tuition paid by their own students, versus having to pool tuition statewide and then have it reallocated by legislators, which has been the process in the past.

The types of initiatives and programs that Phoenix has undertaken to increase its human capital, diversify its industry base and improve its global competitiveness can be translated to Southern Nevada through collaborative efforts between legislators, community leaders and local businesses. Identify and implement public-private partnerships directly address workforce needs and economic diversification efforts of the area. Enhance the quality of education provided with quality research facilities and a medical school. Meet the needs of those that can enhance Las Vegas through new business, industry and innovation. By doing so, we too can successfully bridge the gap.

Find out more on how Southern Nevada can boost its workforce at "A Little More Action, Please: Let's Connect the Dots, Las Vegas," a two-day symposium hosted by the Chamber on November 15-16. For more information, visit LVChamber.com.

your scene | you're seen





small business excellence awards

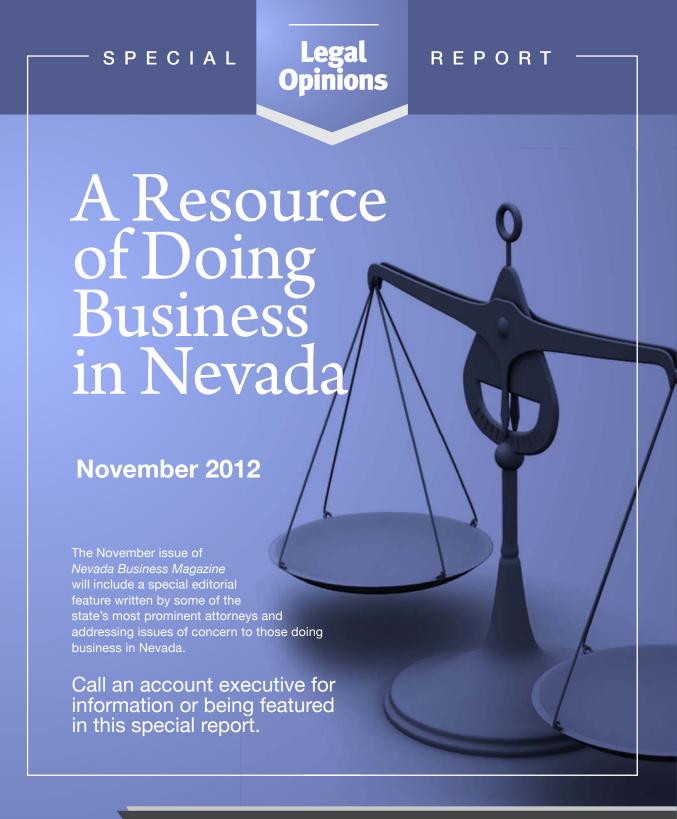




And the winners are... Women/Minority-Owned Business of the Year - Family & Cosmetic Dentistry Dr. Rex F. Liu, D.D.S.; Non-Profit of the Year - Ronald McDonald House Charities of Greater Las Vegas; Small Business of the Year (5 or fewer employees) - Cigarette Pollution Solutions; Small Business of the Year (25 or fewer employees) - Soirees Event Planning and Catering



Congratulations to all of the winners and finalists from this year's Small Business Excellence Awards! During this year's Small Business Excellence Awards Luncheon, exclusively sponsored by Nevada State Bank, keynote speaker Alexandra Epstein discussed how small businesses are the key to revitalizing Downtown Las Vegas and the Southern Nevada economy.



Editorial must be submitted by September 28, 2012.

Call 702.267.6328 nevadabusiness.com



what's happening

PLACES TO BE, PEOPLE TO MEET, THINGS TO KNOW, IN OCTOBER,

meet the 2012 chamber endorsed candidates

This event gives members th opportunity to meet pro-busin candidates in the upcoming

OCTOBER

Visit LVChamber.com and click on the Events Calendar. Call 702.641.5822.

The Las Vegas Chamber of Commerce is located in the Town Square shopping center:

6671 Las Vegas Blvd. South, Suite 300 Las Vegas, NV 89119

TUESDAY 02

VYP MORNING BUZZ

Enjoy a FREE light breakfast and meet VYP Ambassadors and the Advisory Council for a small, informal Q&A session.

7:30 - 8:30 a.m.

Las Vegas Chamber of Commerce*

Complimentary

WEDNESDAY

NEXT LEVEL NETWORKING

Get introduced to the benefits of volunteering and participating in the Chamber and how you can benefit from it.

7:30 - 9:30 a.m.

Las Vegas Chamber of Commerce*

Complimentary. Registration required. Hosted by the Las Vegas Chamber

of Commerce Business Council. Sponsored by: Chamber Insuranace & Benefits,

Workforce Connections

WEDNESDAY

CHAMBER CONNECTIONS

Join this dedicated leads group made up of professionals from different industries. Limited openings available; call for availability.

5:30 - 7:00 p.m.

Las Vegas Chamber of Commerce*

\$120 every six months. Chamber members only.

03

WEDNESDAY

VYP FUSION MIXER

VYP is teaming up with the Justin Timberlake Shriner's Tournament and TPC Summerlin for a special October Fusion Mixer.

6:00 - 8:00 p.m.

MONDAY

TPC Summerlin, 1700 Village Center Circle

Online: \$10 for members, \$15 for non-members. At the door: \$15 for members, \$20 for non-members.

Sponsored by: Americans for Prosperity

08

VEGAS YOUNG PROFESSIONALS

TOASTMASTERS

Develop your speaking, presentation and leadership skills. 6:30 - 8:00 p.m.

Usr lib, 520 E. Fremont St. (above The Beat Coffeehouse)

FREE for guests, \$60 to join, \$36 every six months.

Hosted By: usr lib

WEDNESDAY

10

CHAMBER VOICES TOASTMASTERS

Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members.

10:45 a.m. - Noon

Las Vegas Chamber of Commerce

\$54 every six months. Guests always complimentary.

00 - CHAMBER EVENT 00 - VYP EVENT

*Event to be held in the CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce

minority and/or women-owned business mixer OCTOBER





THURSDAY

LOCAL GOVERNMENT POLICY **COMMITTEE MEETING**

This committee works to enhance a positive business environment and study proposed government activities for their impact on businesses.

2:00 - 4:00 p.m.

Las Vegas Chamber of Commerce*

Exclusive to Chamber members and their employees

11

THURSDAY MINORITY AND /OR WOMEN-OWNED

BUSINESS MIXER Join us for the first of these NEW events that facilitate

partnerships and alliances between minority-owned and/or women business owners.

5:30 - 7:30 p.m.

Simon at Palms Place, 4381 W. Flamingo Rd. Complimentary.

Sponsored by: Bank of Nevada

12

EDUCATION POLICY COMMITTEE MEETING

This committee convenes business people and educators to collaboratively address the issues facing the K-12 and higher education systems in Las Vegas.

Las Vegas Chamber of Commerce*

Exclusive to Chamber members and their employees.

TUESDAY 16

VYP BIZ 101

TUESDAY

VYP and Leadership Las Vegas want to show you how to build your personal brand with those who have mastered the art: The Honorable Oscar Goodman. Alexia Vernon and Jasmine Freeman. 7:30 - 9:00 a.m.

Las Vegas Chamber of Commerce*

\$15 online; \$20 at the door.

Breakfast included, Exclusively for VYP members.

Sponsored by: Workforce Connections Program Partner: Leadership Las Vegas

16

MEET THE 2012 CHAMBER-**ENDORSED CANDIDATES**

This event gives members the opportunity to meet pro-business candidates in the upcoming general election. President's Club and Executive Level members are invited to an exclusive reception to interface with the candidates prior to the general reception

5:30 - 6:30 p.m. President's Club & Executive Level-exclusive reception

6:30 - 7:30 p.m. General membership reception Spanish Trail Country Club. 5050 Spanish Trail Ln.

Suggested \$25 BizPAC contribution***

***Donations to BizPAC are voluntary and are not tax-deductible for federal income tax purposes. Some non-profit organizations (NPOs) and agencies may be prohibited from giving political contributions. NPOs should check

Sponsored by: Chamber Insurance & Benefits

CHAMBER CONNECTIONS See October 3 for details.

17

FRIDAY HEALTH CARE POLICY COMMITTEE MEETING

This committee addresses the issues facing the health care industry.

2:00 - 4:00 p.m.

Las Vegas Chamber of Commerce* Exclusive to Chamber members

and their employees

MONDAY

VYP TOASTMASTERS See October 8 for details.

WEDNESDAY

CHAMBER VOICES TOASTMASTERS See October 10 for details.

24

WEDNESDAY INFRASTRUCTURE POLICY **COMMITTEE MEETING**

This committee will discuss how to improve the performance and condition of local infrastructure. 2:00 - 4:00 p.m.

Las Vegas Chamber of Commerce*

Exclusive to Chamber members and their employees

BUSINESS VOICE OCTOBER 2012 LAS VEGAS CHAMBER OF COMMERCE

WHO DO YOU WANT TO?

DEAL MAKERS?
DECISION MAKERS?
LAW MAKERS?
HOMEMAKERS?

Reach them all by supporting **Nevada Public**Radio. On the air, in print and online, we connect businesses with the most coveted audiences in our community.

Contact Christine@nevadapublicradio.org for sponsorship or advertising opportunities.







Vegas PBS is airing a series of debates for the general election, and the Chamber is proud to be a local sponsor. Here is a schedule of the Chamber-sponsored debates for your calendars and DVRs.

STATE SENATE DEBATES

Thursday, October 4, 7:30 - 9:00 p.m.

District 5
Steve Kirk & Joyce Woodhouse

District 6 Mark Hutchison & Benny Yerushalmi

District 9
Mari St. Martin & Justin Jones

District 18 Scott Hammond & Kelli Ross

NEVADA BROADCASTERS' U.S. SENATE DEBATE

Dean Heller & Shelley Berkley Thursday, October 11, 8:00 - 9:00 p.m.

CONGRESSIONAL DISTRICT 3

Joe Heck & John Oceguera Thursday, October 11, 9:00 - 9:30 p.m.

CONGRESSIONAL DISTRICT 4

Danny Tarkanian & Steven Horsford Thursday, October 11, 9:30 - 10:00 p.m.

For a complete schedule of the national and local debates, visit VegasPBS.org/election2012. To read up on the candidates and view the Chamber's list of endorsed candidates, view page 11 of this issue or visit LVChamber.com

Commercial Equipment Rebates! Natural gas fryers, combination ovens, storage and tankless water heaters, and griddles.

Rebates For Your Business!

Solar water heating rebates are available for residential, small business, school, non-profit, and public properties.

Save money and energy with

Smarter Greener Better rebates.

Available Rebates —
Up to 50% of system cost or up to \$30,000

or

Available Rebates —

\$200 - \$1,350 on qualifying equipment

Energy Audit Rebate!

Learn how and where to cut costs with an energy audit.

Available Rebate —

50% up to \$5,000 on a facility audit

Take advantage of additional energy-efficient rebates available such as custom and boiler rebates.

For details on eligibility and requirements, please visit **www.swgasliving.com/bizvoice** or call our Energy Specialists at **1-800-654-2765**.





spotlights

(B) Arik Knowles - Vice President of Hotel Operations, Tropicana Las Vegas: Arik Knowles joined the Tropicana in 2009 as Vice President of Hotel Operations. He oversees all aspects of the hotel, guest services, public areas, facilities management, room reservations and revenue management. Since 1996, Knowles has held hotel management positions for the Monte Carlo, Venetian Resort, Mandalay Bay and THEhotel. Knowles holds a Bachelor of Science degree in Hotel Administration from UNLV and currently serves on the Board of Directors for the Nevada Hotel and Lodging Association.

(A) Lori Soren -NV/AZ/UT Regional Market President, U.S. Bank:

Lori Soren has been with U.S. Bank and legacy banks since 1978. In her current position, she has overall responsibility for wholesale banking activities in Nevada, Arizona and Utah, and the bank's gaming division. Prior to this position, Soren held a variety of positions in wholesale banking including treasury management consultant, team leader of commercial banking and division manager. Soren is a graduate of the University of Arizona with a Bachelor's Degree in Business Administration







(D) Rod Davis - President/CEO, St. Rose Dominican Hospitals:

Rod Davis directs the overall strategic direction and management of St. Rose Dominican Hospitals and all subsidiary organizations. Under his leadership since 1991, St. Rose has grown from a single acute-care hospital to three acute-care hospitals, two ambulatory surgery centers, an outreach laboratory, two women's centers and four outpatient radiology centers. In addition to leading an expansion of Southern Nevada's patient bed capacity, service lines such as home health, hospice, open heart surgery, primary stroke, trauma and neonatal intensive care services have been introduced.



(C) Raymond Specht - Vice Chairman, Toyota Financial Services:

Ray Specht serves as a director and is Vice Chairman for Toyota Financial Savings Bank. TFS provides products and services to Toyota and Lexus dealers across the country, as well as the issuer of the Lexus Pursuits Visa credit card. Specht provides strategic guidance on federal and state legislation, the banking industry, FDIC, Nevada regulatory matters, the Community Reinvestment Act and bank compliance. Specht received a Bachelor of Science degree in Accounting, graduating magna cum laude from the University of Massachusetts.

president's club

Anthony Greenway

Operations Manager, American Medical Response

Tony Greenway is an experienced healthcare manager with more than 15 years of experience in prehospital care and emergency transportation services. He has worked for EMS agencies in and around Boston, New York City and Las Vegas. Greenway is a member of the Southern Nevada Health District's Medical Advisory Board. He has also taught paramedics throughout the United States.

Linda Johansen-James President/COO, American Kiosk Management

Prior to joining American Kiosk Management, Linda Johansen-James was the director of membership and marketing for the Salt Lake Area Chamber of Commerce and also CEO of her own marketing company. Johansen-James is very active in St. Jude Children's Research Hospital and now serves as the treasurer of Camp Soaring Eagle Foundation in Sedona, Arizona.

Mary Thompson

President, Capstone Risk Management & Insurance

A 25-year Nevada resident, Mary Thompson has been in the insurance industry for more than 30 years. Her experience includes sales and executive management for all insurance coverage, specializing in property, casualty, workers' compensation and employee benefits. Thompson utilizes her technical expertise to review each client's exposure from a risk management perspective.



Brian Maddox

Director of Nevada Operations, Clearinghouse CDFI

Brian Maddox has more than 17 years of community development finance and non-profit management experience and is recognized for his expertise with Low Income Housing Tax Credits financing. Prior to joining Clearinghouse CDFI, Maddox worked with national and regional banks with a particular emphasis on affordable housing development and commercial real estate lending.

David L. Tupper

Chief Executive Officer, Horizon Specialty Hospital of Henderson

David Tupper moved to Nevada to build and open Horizon Specialty, which works with the traditional acute care hospitals to provide a continuum of care for medically fragile patients. For more than 30 years, Tupper has held senior health care positions for large national health care organizations. He holds Finance and Economics degrees from Ferris State University.

Robert Gronauer

Managing Partner, Kaempfer Crowell Renshaw Gronauer & Fiorentino

Robert Gronauer is a senior member of the firm's government affairs department. His practice primarily focuses on zoning and land use law at the local government level. He has represented developers to obtain approvals to expand the gaming enterprise district for hotels and casinos in the area.

BUSINESS VOICE OCTOBER 2012 LAS VEGAS CHAMBER OF COMMERCE LAS VEGAS CHAMBER OF COMMERCE OCTOBER 2012 BUSINESS VOICE

in the know

A COMMON BUSINESS MISTAKE THAT WILL COST YOU MONEY



PRESIDENT & CEO, BANNER VIEW.COM, AUTHOR, THE BANNER BRAND
VISIT BANNERVIEW.COM/BLOG TO READ MORE FROM MARK CENICOLA

was recently searching for a landscaping firm to trim the tree and bushes in my front yard. I was provided a referral to a company from one of our employees. However, there were a few red flags from the beginning.

The first thing I noticed was that they didn't have a website on their business card. They actually don't have one at all. Since it was a referral, I decided to give them the benefit of the doubt and start an exchange via email.

After a few back and forth emails, they have visited the house and provided me with an estimate. The estimate was a little more expensive than what I had expected, but I was willing to pay the money for the convenience of getting it done. That's where the second red flag came into play.

companies that don't accept payments online are losing money - PERIOD

They didn't accept credit cards! At that point, I made the decision to do the yard work myself, with the help of my buddy and co-worker. It certainly saved me quite a bit of money, but I was perfectly willing to spend the money if they only made it convenient to do business with me.

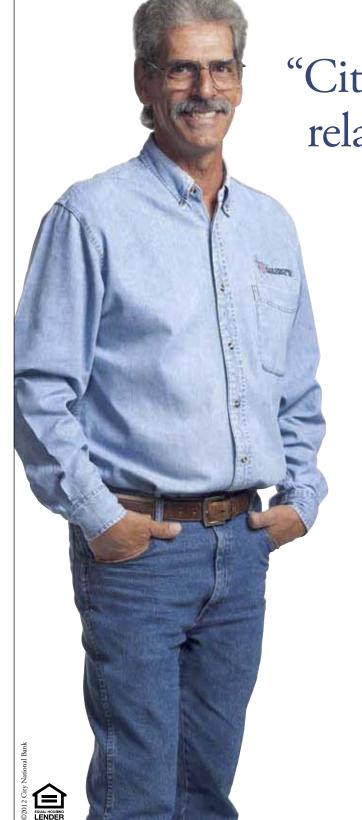
We get a lot of excuses from small business owners about how they don't want to pay the fees or don't get a lot of requests for payment via credit card to justify the monthly expenses. I can tell you right now, companies that don't accept payments online are losing money - PERIOD!

Don't complain to me about the credit card fees of 3%. Would you rather have 100% of nothing or 97% of something? Trust me - you aren't saving money by NOT accepting credit cards. Making it convenient to pay will dramatically decrease the time it takes for your customers to pay and expose you to customers that you wouldn't have previously been able to serve.

When companies bill me for service afterwards, they may accept credit cards, but I have to send them my credit card information through the mail or call them on the phone to pay. It's not exactly convenient for me to pay personal bills in the middle of the work day, which is when most small businesses are open to accept your phone calls. I pay most of my bills on the weekend when I have personal time. Your secure website needs to be there for me so I can pay you.

I'm making more of a point to do business only with companies that make it convenient for me as a customer. I'm even willing to pay more money for that convenience. My time is valuable and when you make me jump through hoops to conduct business with you, it ends up costing me money.

Take the opportunity to accept payments online, directly from your website and you'll see your customer service improve and your likelihood of getting referrals will increase.



"City National builds relationships to last."

Without a banking relationship, I don't have a business. City National has done a really great job of taking care of our day-to-day banking needs, and I was extremely impressed with the way they handled the refinancing of our building. I don't have to worry about anything other than moving my business forward.

City National is *The way up*[®] for me and my business.

Richard Failla

President, R&B Craftsmen & Associates, Inc.

Hear Richard's complete story at cnb.com/thewayup.

Experience the City National Difference.

Call (702) 583-6264 or visit cnb.com to find a business banker near you.



City National Business Banking

membernews

PRESIDENT'S CLUB MEMBER | EXECUTIVE LEVEL



community service

Catholic Charities of Southern Nevada received a \$10,000 grant from The Walmart Foundation. The grant monies will assist two of Catholic Charities' senior programs: the Senior Companion program and Respite Care and Supportive Services.

Nevada State Bank launched its "\$30K Giveaway: You Vote. Schools Win" campaign, encouraging people to use social media to vote for their favorite Nevada public school, with four prizes to be awarded. The campaign runs until October 12. Go to the Nevada State Bank Facebook page for more information.

Big Brothers Big Sisters of Southern Nevada is expanding its services to teenagers in foster care, and is encouraging members of the community to volunteer. To apply, call 702.853.8064. HELP of Southern Nevada acquired an unprecedented 14,784 bottles of water (616 cases) during its "HELP2O" bottled water drive this summer. The bottles were being collected to distribute to homeless residents in Southern Nevada who are adversely affected by the dangers of summer heat.

Village Square hosted the 11th Annual World's Largest Ice Cream Social and Backpack Drive that benefited Make-A-Wish of Southern Nevada.

MedicWest and Sunrise Children's
Hospital unveiled a dedicated neonate
and pediatric ambulance for the
Las Vegas community and outlying
areas that will offer a high level of
critical care to high risk neonate
and pediatric patients.

The Las Vegas Chamber of Commerce is proud to provide members with a place to publish their current announcements. Email news items to pr@lvchamber.com or fax to Public Relations at 702.735.0320.

wheeling and dealing

The Golden Gate Hotel & Casino, which opened in 1906, celebrated the completion of its first major expansion and renovation in more than 50 years. The new 35,000-square-foot, five-story tower includes 14 hotel suites designed in tribute to Las Vegas history.

United Way of Southern Nevada unveiled its new office headquarters at 5830 West Flamingo Road during its Breakfast in Blue.

WinTech, LLC, the creators of the ALICE (All Live Interactive Customer Experience) virtual receptionist system, will be showcasing its latest technology in front of a national audience at the National Facilities Management & Technology Conference and Expo.

Commercial Executives recently brokered the lease of office space for 63 months, with the transaction valued at more than \$107.700.

Stimulus Technologies has launched its MetroEthernet Broadband Network in Las Vegas to serve the Las Vegas business community with reliable, fast and affordable Internet service.

upcoming events

The 16th Annual Desert Green Conference will be held October 18-19, at Sam's Town in partnership with **University Of Nevada Cooperative Extension**. The conference offers quality education to Green industry professionals. For more information or to register, go to desert-green.org.

The Las Vegas Philharmonic will launch its 2012-13 season on Saturday, October 20, at 8:00 p.m. The concert will mark the start of the orchestra's first full season in Reynolds Hall at **The Smith Center for the Performing Arts**. For a complete schedule and tickets, go to lyphil.org.

Madame Tussauds dares visitors to enter "After Dark," the thrilling haunted experience that takes over the attraction October 26-28, from 9:00 p.m. to midnight. Tickets for this special engagement are available at madametussauds.com/LasVegas.

Clean Energy Project and Small Business Majority are offering a web-based seminar "Tax Credits to Help Make Your NV Small Business Energy Efficient" on October 31, at noon. For more information, go to smallbusinessmajority.org.

announcements

HighTower, the nation's first advisor-owned financial services firm serving wealthy families and institutional clients, announces that Mike PeQueen, CFA, CFP; Hugh Anderson, CFP; Ned Evans, CRPC; Sheila Delutri; and Adam Thurgood, CFA, have joined the HighTower partnership.



James R. Brewer has been named president and chief executive officer of the **Bank of George**, and will oversee the bank's operations.

Holland & Hart LLP announces that Constance Akridge, Matthew Milone and Wayne R. Nippe joined its Las Vegas office in the firm's healthcare practice.



Curt Haralson of **Stewart, Archibald & Barney, LLP**, has earned the Certified Fraud Examiner (CFE) credential and has demonstrated knowledge in four areas critical to the fight against fraud.

Palms Casino Resort announced the addition of XISHI, a pan-Asian restaurant that is expected to open in December 2012

The Molasky Group of Companies unveiled the city's first private bike share program to help tenants of the Molasky Corporate Center and IRS buildings get around the downtown neighborhood.

MGM Resorts International named Patrick Miller as General Manager of Monte Carlo Resort & Casino. He succeeds Anton Nikodemus, who was promoted to President of MGM Resorts Casino Marketing.

Tattoo Vanish, Inc. and **Professional Permanent Cosmetics** named Tricia James as Director of Operations.

Stephan James has been named new General Manager of **Park Place Infiniti**.

1010 Collective, a boutique advertising agency, welcomed Nick Angelo as its new web designer and front-end developer, and Jessica Schulz as its new client relations account coordinator.

The Rape Crisis Center announces its new 2012-13 executive board including Bill Thomas, president and chairman; Marcy Humm, vice president; Bobby Hollis, treasurer; Tanna Prince, secretary; Rhonda Check and Cynthia Kozmary, board members.



Snell & Wilmer announced that Karl O. Riley, an associate in the firm's Las Vegas office, has been appointed to serve as co-chair of the 2012-13 Membership Committee for the National Bar Association Young Lawyers' Division.



City National Bank announces Luis Valera, vice president of Government Affairs & Diversity Initiatives at UNLV, has been appointed chairman of the bank's advisory board in Southern Nevada.

Windstream Corp. announced Norm Kirch as the regional Director in Las Vegas and brings more than 30 years of managerial experience to the company.

congratulations

For the 10th consecutive year, Cox Digital Telephone was named the award recipient as top provider of home telephone service in the Western Region, according to the J.D. Power and Associates 2012 U.S. Residential Telephone Customer Satisfaction Study.

Twenty attorneys from **McDonald Carano Wilson LLP** were selected for inclusion in *The Best Lawyers in America* 2013.

The recently completed Bonneville Transit Center Project, built by Sletten Construction of Nevada, Inc. for the Regional Transportation Commission of Nevada, was certified by the USGBC as a LEED Platinum Building, one of only five Platinum projects in Nevada.

Above the Law awarded the offices of **Kolesar & Leatham** an honorable mention in its Lawyerly Lairs contest, which recognizes the best law offices in America.

Chapel of the Flowers was named Best Destination Venue: United States, and No. 2 Best Destination Venue: Worldwide, by the Wedding Industry Experts Awards.

Meredith L. Markwell, attorney at Lionel Sawyer & Collins, was recognized for outstanding volunteer leadership by the Clark County Law Foundation for her participation in their Trial by Peers program.

Long Life Fit and Dance celebrated its one year anniversary in September.

Ten attorneys at **Gordon Silver** were named "Las Vegas Best Lawyers" for 2013 by Best Lawyers based on high peer reviews.



Carole Fisher, president and CEO of **Nathan Adelson Hospice**, has been named as one of the top 10 finalists nationwide for Modern Healthcare's "Community Leadership Award" for 2012.

NV Energy was among the companies ranked in HispanicBusiness Media's HispanicBusiness 2012 Best Companies for Diversity.

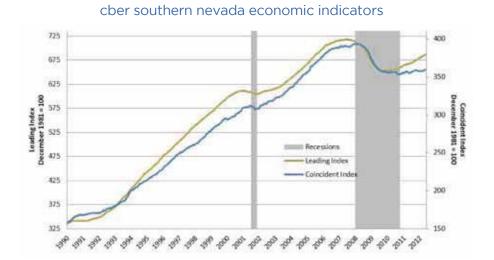
LAS VEGAS CHAMBER OF COMMERCE OCTOBER 2012 BUSINESS VOICE

LAS VEGAS CHAMBER OF COMMERCE

know the numbers

leading index shows promise

All of the components of CBER's Southern Nevada Leading Index increased slightly for June 2012. Three of the components—the Philadelphia Fed's Leading Indexes for Arizona and California, along with the S&P 500 Index—are up year over year. Only total passengers from McCarran airport are down from this time last year. Opposite changes in the two employment series led to no overall change in the coincident index for June, but it is still up year over year.



business activity sees growth for third straight month

CBER's Clark County Business Activity Index saw growth for the third straight month, increasing by 0.19 percent. Contributing to this increase were gaming revenue and Clark County taxable sales. Seasonally adjusted, the two series grew by 1.50 and 0.71 percent respectively. The only component to decrease was Las Vegas nonfarm employment, which fell 0.05 percent from May to June.

cber clark county business activity index



Putting Nevadans Back To Work Discover how your company can offer

Discover how your company can offer online learning to your employees.

With Vegas Virtual Online Education your people can:

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- Gain valuable certification
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VegasPBS.org/workforce

702-799-1010





ribbon cuttings

CELEBRATING BUSINESS GROWTH

To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lvchamber.com



FUSCH COMMERCIAL INTERIORS & DESIGN

Fusch Commercial Interiors & Design commemorated its grand opening at 6415 S. Tenaya Way, Ste. 145. Call 702.202.4227 or visit theproducerslv.com or loftworkslv.com.



SAVERS RETAIL THRIFT STORE

EL Savers Retail Thrift Store celebrated the grand opening at its newest location at 2300 E. Tropicana Ave. Call 702.433.1402 or visit savers.com.



GOODWILL OF SOUTHERN NEVADA

Goodwill of Southern Nevada celebrated the opening of its ninth retail store and donation center at 9385 W. Flamingo Rd. It features a donation drive-through, and funds job training and placement programs. Visit sngoodwill.org.



PC - President's Club

LAS VEGAS ENTERTAINMENT APPAREL

Las Vegas Entertainment Apparel celebrated its launch. Call 702.336.3500 or visit Iveapparel.com.



\$ - Chamber Member Discount

DJ MIGUELVIS

EL - Executive Level

DJ MiguElvis commemorated its grand opening with a ribbon cutting. Call 408.646.0975 or email; startracks@sbcglobal.net.



NORTH AMERICAN VIDEO

North American Video celebrated 15 years in business at 3080 E. Post Rd. Call 702.285.3962 or visit navcctv.com.



SUMNU MARKETING

Sumnu Marketing celebrated its grand opening at 1951 Stella Lake St., Ste. 17. Call 702.562.6397 or visit sumnumarketing.com.



KIDS' CLUB LAS VEGAS

\$ Kids' Club Las Vegas commemorated its grand opening at 5831 W. Craig Rd., Ste. 103. It provides a unique play experience for children 18 months to 8 years old, as well as a place for parents to work and socialize with others. Call 702.332.3228 or visit kidsclubly.com.



GILMORE & GILMORE, CPAS

Gilmore & Gilmore, CPAs celebrated its new location at 3067 E. Warm Springs Rd., Ste. 300. It offers a full range of accounting, tax and small business consulting services. Call 702.364.0400 or visit gilmorecpas.com.



WINTECH, LLC

WinTech, LLC celebrated "ALICE" (A Live Interactive Communication Experience) at 311 E. Warm Springs Rd., Ste. 100. Call 702.284.7310 or visit wintechllc.com or videoreceptionist.com.



BODY SPA SALON WEST

Body Spa Salon West celebrated its newly expanded location at 8751 W. Charleston Rd. Call 702.368.2639 or visit bodyspasalons.com.



TERRY RITTER ART, LLC

Terry Ritter Art, LLC celebrated its mural installation at the new Terminal 3 of McCarran International Airport. Call 702.768.36730 or visit terryritterart.com.

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LAS VEGAS CHAMBER OF COMMERCE

member to member

TIFFANY BLUE: AN UNCOMPROMISED BRANDING ICON

ew companies have the instant recognition of Tiffany & Co., due mostly in part to its signature shade of blue adorning everything from the company's website to its signature boxes and shopping bags. Its staying power speaks to the strict standards of the brand; Tiffany has been a paradigm in luxury goods and high-end jewelry for 175 years and has specific criteria for its name, logo and that signature blue that go back as far as the company's origins.

In 1837, Charles Lewis Tiffany and John B. Young opened Tiffany & Co., a stationery and fancy goods store in New York City. It also became the first company to distribute a direct-mail catalogue, called the Blue Book. A few years after the introduction of the catalogue, the Blue Book featured on its cover a particular shade of robin's egg or forget-me-not blue that became known as Tiffany Blue®.

determine what makes your brand special in the marketplace. establish guidelines on how to communicate the brand, and stay true to your core brand

Tiffany & Co. is an example of brand management that most any business can follow. Determine what makes your brand special in the marketplace. Establish guidelines on how to communicate the brand, and stay true to your core brand.

The impact of this distinctive shade in the catalogue piloted its spread to the Tiffany shopping bags, advertising, promotional materials and its signature boxes. Part of its allure was the exclusivity of the blue. The color is protected as a trademark by the company, and is produced as a private custom color by Pantone, as PMS (Pantone Matching System) number 1837 (the year of the company's founding). It is not publicly available and is not printed in any of Pantone's swatch books.



The commitment to brand integrity is especially evident in regards to the Tiffany Blue Box®. As a testament to its ongoing symbolism as a bearer of quality merchandise, the only time the signature Tiffany Blue box or bag will leave the store is with an article sold by them inside of it. This policy was famously reported by the New York Sun in 1906. "Tiffany has one thing in stock that you cannot buy off him for as much money as you may offer; he will only give it to you. And that is one of his boxes. The rule of the establishment is ironclad," the article conveys.

Tiffany Blue encompassed Charles Lewis Tiffany's vision that his company be a symbol of luxury and style by serving as the fixed ambassador to the brand's identity. Tiffany & Co., now celebrating 175 years in business, continues to have a commanding presence in high-end jewelry and luxury goods. While it innovates with new designers, collections and products, the constant is that no matter the item, it will be delivered to the buyer in an iconic Tiffany Blue vessel – an unwavering and uncompromised staple in the company's branding.

The Las Vegas Chamber of Commerce is proud to provide members with a place to market their business.

marketplace









new business voice.

NEW OPPORTUNITIES TO PUT YOUR BUSINESS FRONT AND CENTER.

or advertising opportunities in the new *usiness Voic*e, call Pam Flynn at 702.586.3812.

BUSINESS VOICE OCTOBER 2012 LAS VEGAS CHAMBER OF COMMERCE

LAS VEGAS CHAMBER OF COMMERCE

vegas young professionals

VYP is the largest Young Professionals Organization in Nevada. We are the ideal organization to make new business contacts, to gain a unique perspective on the Southern Nevada business community and to further your professional development. For more information visit VegasYP.com.

presenting sponsors







monthly poll

How Has 2012 Been For Your Business?

Better than you expected

.

About what you expected

Not quite what you expected

_

30%

not a scientific poll







W

hat is the difference between marketing and sales, you ask? I know I have been asked that question many times so I thought I would answer it here.

First of all, your marketing and sales teams should be working closely together to make sure their messages align. This is very important in 360 Degree Selling.™ Marketing is a support function of sales and is a big step in helping closing the sale. Sales and marketing are partners in the success of your business!

Having said that, what is the difference between marketing and sales? Well, marketing creates awareness of your product or service. It speaks to your target demographic. Marketing also creates noise, chatter, interest, followers, and fans. It makes people want a product they didn't know they needed. Or need a product they didn't know existed...at least before it was marketed. In other words, marketing creates a BUZZ.

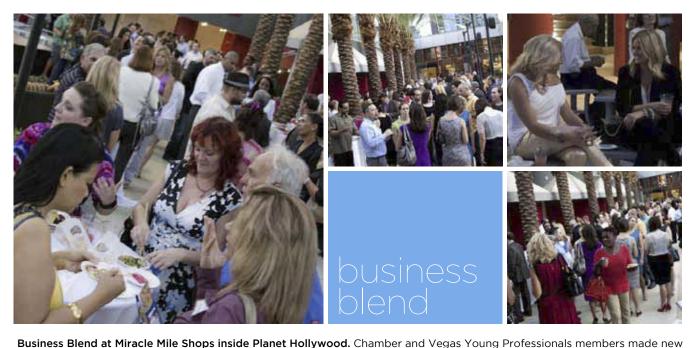
Sales, on the other hand, make your merchant account come to life! It is finding the people that need or want the product or service you are trying to sell. It is negotiating and closing the deal. It is fitting the solution to the people with the problem. Sales is the marrying of wants, needs, and desires with the perceived viable solution. Sales creates the BUY.

Buzz vs. Buy: Think about your favorite marketing campaign and how it influenced your decision to purchase

By Kelli Vaz, Operations Manager, Service Point



Big Wig Lunchtime with Mayor Carolyn Goodman. Big Wig Lunchtime made its return with featured speaker Mayor Carolyn Goodman at Fogo de Chao. These intimate luncheons give VYP members special access to Las Vegas' most influential individuals.



connections with one another against the backdrop of the pool at Elara inside Hilton Grand Vacations and the Miracle Mile Shops inside Planet Hollywood.

BUSINESS VOICE OCTOBER 2012 LAS VEGAS CHAMBER OF COMMERCE

LAS VEGAS CHAMBER OF COMMERCE

LAS VEGAS CHAMBER OF COMMERCE

the final word





On October 13, Rediscover Downtown Day will encourage locals to take a second look at the core of Las Vegas during this day-long celebration of Downtown Las Vegas business, art and culture. During the festivities, locals are encouraged to take part in special events, offers, tastings and other activities at downtown businesses. This is an opportunity to see how far Downtown Las Vegas has come in the last few years and the exciting projects it has planned. For more information, visit facebook. com/RediscoverDowntownLasVegas.

add these to your queue

воок



GET CLIENTS NOW!
C.J. HAYDEN
A very insightful nuts
and bolts approach.
The author gets to
the heart of it!

Becky Watson, Education Integrated Marketing





SALESFORCE.COM
SalesForce is a great
tool for us to track
customers, leads and
current orders as well as
strengthen our internal

strengthen our internal communications. Erica Kramer, Clear Channel Outdoor



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> 11:30 A.M. - NOON CHECK-IN NOON - 1:15 P.M. PROGRAM

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